

# Helping Our Customers Win

**C L I F F O R D  
C H A N C E**

With roots stretching back to the City of London of the early 1800s, Clifford Chance LLP is today one of the ten largest law firms in the world measured both by number of lawyers and revenue. It is headquartered in London, with a geographic footprint extending across 33 major financial centres in the Americas, Asia Pacific, Europe, the Middle East and Africa.

## Introducing

### Ashley Prebble

Partner

London, UK



Based in London, Ashley Prebble is head of the Financial Institutions Group at Clifford Chance. He specialises in corporate and regulatory insurance, including IPOs, mergers and acquisitions, Part VII transfers, distribution agreements and regulatory matters. In addition to his responsibilities in team leadership, business development and thought leadership, Ashley remains an active legal practitioner, working with a range of corporate clients. These include insurers, reinsurers and intermediaries in both the Lloyd's and London market.

## What challenges did our solutions help to address?

Clifford Chance's partnership with Lloyd's List Intelligence has been running for a number of years and covers a range of services, including iLaw and Marketing Solutions. As well as case law, news and insights covering the insurance sector, Ashley and his team were particularly drawn to the brand and business development opportunities offered by Lloyd's List Intelligence.

Legal services and insurance are competitive industries, where networking and reputation are important factors in winning new business and retaining clients. It is vital to Ashley and his team to gain exposure to the audience of relevant decision-makers in client organisations - not only bringing the specific skills and services of the firm to their attention, but also maintaining brand profile and awareness over time.

**“For the Clifford Chance brand and our people, engagement with the sector is essential. So we were attracted to the opportunity to get a great deal of valuable exposure via a primary trade publication and events brand.”**

### What positive impact do our solutions have?

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Lloyd's List Intelligence's Marketing Solutions fitted the requirement, offering Clifford Chance extensive reach into key audience groups via some of the mostly widely-read and reputable publications in the relevant sectors, including Insurance Day. In addition, the firm has worked with the Lloyd's List Intelligence Marketing Solutions team to establish a presence at a series of round table events focused on key topics and trends, both in-person and online via webinars. These give Ashley and his colleagues the opportunity to share thought leadership and establish connections with potential clients.

The ability to drive brand exposure and market engagement has helped Clifford Chance to stay at the forefront of the legal sector in Insurance, not only in the UK but in financial hubs globally. In doing so, Ashley and his team have benefitted from the support and expertise that is part of the service Lloyd's List Intelligence offers to its Marketing Solutions clients. This means the partnership evolves and flexes to suit the clients' requirements, building in new ideas and - from targeted events to publication of thought leadership - as part of a co-ordinated marketing and business development programme.

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“The partnership with Lloyd's List Intelligence has enabled us to push out the messages and gain exposure through the platforms.”

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**To find out more about how our services can help your business win please contact us:**

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